

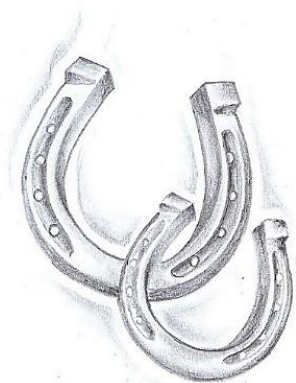
HORSES *for* HOPE

Equestrian and Therapeutic Riding Center

“for healing of the mind, body and soul”

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To build hope, increase self-esteem, and enhance the joy and inspiration for life in all individuals who participate in our programs.



M Horses for Hope promotes therapeutic
I healing of the mind, body, and soul by
S using horses as a dynamic, interactive
S tool for individuals of all ages,
I regardless of ability, including those
O who are experiencing physical,
N mental, or emotional challenges.

HORSES *for* HOPE TRC, Inc.

Strategic Plan

2016-2020



Programs

Horses for Hope will provide innovative equine programs that meet the needs of a diverse participant base by:

- Growing and expanding our therapeutic equine services to meet the increasing demands of our participant base
 - We will increase participation in the Therapeutic Riding Program from 50 to 100 by 2020
 - Add Equine Assisted Psychotherapy (EAP) for at least 5 veterans and 5 at-risk youth by September 2017
 - Add Therapeutic Trail Ride program beginning September 2018
 - Expand Therapeutic Summer Camp program by increasing participants from 4 to 8 per week by 2020
 - Add Hippotherapy Services by 2018

- Growing and expanding our general equine programs to expose the public to the equine industry and support our therapeutic services
 - Increase Able-bodied Riding program participants from 75 to 150 by 2020
 - Expand camp program by increasing participants in existing day camps from 10 to 15 per week and adding 5 overnight camps by 2020
 - Create an After-school program serving 30 students daily by 2020
 - Add Trail Ride program beginning in September 2017
 - Add Horsemanship classes serving 10 students weekly by 2020
 - Add Equine Assisted Learning (EAL) for corporate world (5/year) and family sessions (5/year) by 2020
 - Develop club programs that provides participants with a wide range of activities involving horses

Infrastructure

Horses for Hope will acquire and maintain facilities that will support the horses and programs critical to our success by:

- Securing accreditation for our current facility by January 2018
 - Apply for Accreditation by June 2017
 - Make all required physical upgrades to facility by May 2017
- Securing new facility capable of accreditation with 200 acres of land, fencing, and trails needed for 100 horses with potential to expand by 2020
- Developing comprehensive facilities construction/maintenance plan for the first 15 years of new facility by April 2017
 - Barns, administration building, covered riding arena
 - Shop, equipment shelter
 - Clubhouse, pool, pond
 - Staff housing, guest housing
- Developing comprehensive plan for acquisition, maintenance, and retirement of all major equipment necessary for operation by February 2018
 - New equipment - Bobcat w/tracks, tractor (large heavy-duty)
 - Gator, ¾ ton truck, equipment trailers

Human Capital

Horses for Hope will attract and maintain a team of passionate people committed to our vision by:

- Developing a plan for new operations staff to handle business, human resources, communications, and fundraising functions by June 2017
- Recruiting, training and retaining qualified staff to manage and operate all horse-related activities by June 2017
 - Certified therapeutic riding instructor, certified riding instructor, barn manager
 - Horse trainers, Maintenance staff, camp instructors, after-school staff
- Recruiting, training and retaining qualified volunteers to support the overall operations of the organization
 - Build talent database to manage current volunteers
 - Feeders, barn help, maintenance staff, camp counselors, certified riding instructors, after-school staff
- Strategically recruiting new directors to fulfill the duties of governance, oversight, and planning by July 2017
 - Develop a list of critical skill-sets needed to fill out new Board of Directors
 - Identify donor potential of new directors

Communication

Horses for Hope will increase public awareness of our organization and involvement in our mission by:

- Developing and implementing a comprehensive communications plan by April 2017
 - Develop and launch new website by March 2017
 - Implement new social media communications plan
 - Expand distribution of existing newsletter
 - Increase the use of our volunteer coordinator in communication efforts
- Increasing participation in existing events and develop new events to raise awareness of Horses for Hope and serve as fundraising opportunities
 - Increase Hay Days event participation to 1000 to raise \$10,000 in 2018
 - Add a gala event hosted by a major donor by 2018
- Developing strategic partnerships with local entities that can work to support our mission as soon as possible
 - Develop partnership with the NC State University Veterinary Hospital to enhance equine health and increase veterinary training
 - Build partnerships with physical and occupational therapists to expand our programs
 - Expand service programs for our veterans by establishing a direct partnership with the Veterans Administration
 - Build upon our relationship with Activate Good to grow our volunteer base
 - Connect more of our participants with First in Families for financial assistance

Financial Capital

Horses for Hope will raise and sustain the financial resources necessary to achieve our vision by:

- Developing and implementing a clearly-defined and functioning business plan by January 2017
 - Engage business plan consultant in October 2016
 - Engage CPA by October 31, 2016
 - Move LLC to Horses for Hope TRC, Inc., an existing 501(c)(3), by December 31, 2016
- Developing and implementing a robust fundraising program by March 2017
 - Implement an initial fundraising program with target goal of \$100,000 by December 2017 that will also serve as a feasibility study for Capital Campaign
 - Implement a \$5 million Capital Campaign beginning in January 2018 and concluding in 2020
 - Increase annual fundraising target to \$30,000 in donations by December 2017
- Identifying specific fundraising needs (facilities, programs, endowment) by March 2017

